

Message Text

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COM:OIM GKNOWLES (PHONE)
EB/OCA/SPHARRIS
EUR/WE:EJBEIGEL (INFO)
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FM SECSTATE WASHDC
TO AMEMBASSY ROME

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E.O. 11652:N/A

TAGS: ECRP, IT

SUBJECT: CERP 0006 TRADE OUTLOOK ARTICLE

REF: ROME 13056, JULY 17, 1978

1. EMBASSY UNDERSTANDING TO THE EFFECT THAT TRADE OUTLOOK ARTICLE IS NO LONGER NECESSARY IS IN ERROR. CERP SCHEDULE CORRECTLY CONTINUES TO CALL FOR TRADE OUTLOOK ARTICLE AS ANNUAL REQUIREMENT.

2. REGARDING QUESTION OF POSSIBLE DUPLICATION WITH ECONOMIC TRENDS REPORT (CERP 0004), WHICH IS ALSO PRIMARILY TRADE-DEVELOPMENT ORIENTED, FOLLOWING ARE EXCERPTS FROM CIRCULAR AIRGRAM A-861, JANUARY 26, 1972, POINTING UP DIFFERENCES BETWEEN THE TWO IN CONTENT, APPROACH, AND STYLE: THE ECONOMIC TRENDS REPORT, FOR WHICH GUIDELINES UNCLASSIFIED

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ARE SET FORTH IN A-3476, JULY 13, 1976, TO ALL DIPLOMATIC POSTS, IS THE EMBASSY'S ANALYSIS OF THE CURRENT ECONOMIC SITUATION AND TRENDS IN THE HOST COUNTRY, AND THEIR IMPLICATIONS FOR U.S. BUSINESS

AND GOVERNMENT, PLUS A TABLE OF ECONOMIC INDICATORS. THE REPORT IS PUBLISHED UPON RECEIPT IN WASHINGTON AND

MAILED DIRECTLY TO SUBSCRIBERS. ITS PRIMARY OBJECTIVE IS TO PROVIDE CURRENT, GENERAL ECONOMIC INFORMATION USEFUL TO AMERICAN FIRMS INTERESTED IN FOREIGN ECONOMIC DEVELOPMENT AND TO STIMULATE THEIR INTEREST IN EXPLORING COMMERCIAL OPPORTUNITIES IN THE HOST COUNTRY. THE REPORT CONCENTRATES ON TRENDS AND FUTURE PROSPECTS, RATHER THAN ON A REVIEW OF THE HISTORICAL PAST.

3. THE TRADE OUTLOOK ARTICLES, ON THE OTHER HAND, IS INTENDED TO BE A FRESH AND TIMELY JOURNALISTIC PIECE BY THE COMMERCIAL ATTACHE OR COMMERCIAL COUNSELOR, FOR PUBLICATION WITH AUTHOR ATTRIBUTION IN COMMERCE AMERICA. IT PROVIDES THIS KEY OFFICER AN OPPORTUNITY TO PRESENT TO BUSINESS READERS HIS OWN PERSONAL OBSERVATIONS OR EYE-WITNESS COMMENTS ON MARKET PROSPECTS OR OPPORTUNITIES. THE ARTICLE CAN BE SELECTIVE RATHER THAN COMPREHENSIVE IN ITS COVERAGE; IT CAN INCLUDE HUMAN INTEREST STORIES, CASE DESCRIPTIONS OF SPECIFIC SUCCESSES OR FAILURES BY U.S. OR FOREIGN FIRMS IN THE LOCAL MARKET, AND THE REPORTING OFFICER'S PERSONAL ASSESSMENT OF PARTICULAR SITUATIONS, COMMODITIES OR FIELDS WHICH U.S. FIRMS MIGHT FIND PARTICULARLY INTERESTING. THE TRADE OUTLOOK ARTICLE: 1) SHOULD BE JOURNALISTIC IN STYLE; 2) WHERE FEASIBLE, SHOULD FOCUS SHARPLY ON SPECIAL ASPECTS OF U.S. TRADE WITH THE COUNTRY LIKELY TO BE OF PARTICULAR INTEREST
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TO POTENTIAL U.S. EXPORTERS; 3) MAY INCLUDE PHOTOGRAPHS (GLOSSY), WHEN POSSIBLE, WITH SHORT CAPTIONS, OF SUCH THINGS AS U.S. PRODUCTS DISPLAYED IN STORES OR USED IN FACTORIES; 4) SHOULD POINT UP ILLUSTRATIVE OR NOVEL METHODS AND MEANS U.S. BUSINESSMEN COULD ADOPT TO INCREASE THEIR EXPORTS TO LOCAL MARKETS; 5) SHOULD NOT INCLUDE DETAILED STATISTICS; AND 6) SHOULD NOT REPEAT EXTENSIVELY INFORMATION CONTAINED IN THE ECONOMIC TRENDS REPORT, BUT RATHER COMPLEMENT IT AS APPROPRIATE.

4. WHEN PUBLISHED IN COMMERCE AMERICA, THE TRADE OUTLOOK ARTICLE IDENTIFIES THE AUTHOR BY NAME AND TITLE IN THE OPENING PARAGRAPH. IN LENGTH THE ARTICLE SHOULD AVERAGE TWO TO THREE TYPEWRITTEN PAGES (SINGLE SPACED). SEE '77 STATE 175012 FOR APPROVAL OF DUE DATE CHANGE TO JULY 15. NEWSOM

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